Social Media, Impact on Student Learning Behavior

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ABSTRACT – Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. A common characteristic of every social media is the openness of dialogue between users. Social media has positive and negative impacts on students. This paper will review the role of social media on student learning behavior.

Keywords: internet, social media, student learning behavior, communication technology.

A. COMMUNICATION TECHNOLOGY

In fact, communication technology is a hardware device in an organizational structure that contains social values, which allows each individual to collect, process and exchange information with other individuals. This implies, first, that communication technology is a tool. second, communication technology was born by an economic, social and political structure. third, communication technology brings values derived from certain economic, social and political structures. fourth, communication technology enhances the ability of human senses, especially the ability to hear and see. These four aspects of communication technology become criteria in assessing whether a device (hardware) is a communication technology or not. If these four criteria are not owned by a device, then it cannot be said to be a communication technology.

The advancement of communication and information technology in adults is growing very rapidly. With the internet, the fast flow of information makes almost no boundaries of space and time. One of the products of advances in communication and information technology is the proliferation of social media that grows like mushrooms in the rainy season along with the increasing number of social media users.

B. DEFINITION OF SOCIAL MEDIA

Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. Social media is a communication tool in the form of chat to interact with other people, work together, share, and form virtual social bonds.

A common characteristic of every social media is the openness of dialogue between users. Social media can be changed by time and rearranged by its creator, or in certain sites, it can be changed by a community. In addition, social media also provides and forms new ways of communicating.

Before the emergence and popularity of social media, most people communicated by way of SMS or telephone calls via cell phones. But now with the existence of social media, people tend to communicate through chat services or send messages through services available on social media.

The flow of this technology development, however, will not be dammed. Most children and adolescents today are familiar with these various social networking sites. Not only urban children and youth, even children in rural areas have now gradually started using these social networks. The rapid development of social networking sites, of course, has both positive and negative impacts. Therefore, it is important to create a monitoring and guidance system for them so that the negative impacts can be avoided and the positive impacts are increasingly felt.

The task of supervising and guiding is not only the teacher at school but parents should play a dominant role in supervising and guiding children. For these supervision guidelines, parents and children must know what are the positive and negative impacts of these social networking sites.

C. SOCIAL MEDIA CHARACTERISTICS

Social media has special characteristics that are not shared by some other cyber media. There are certain limitations and special characteristics that only social media has compared to other media. The characteristics of social media, namely:

a. Network

Social media has the character of a social network. Social media is built from social structures formed in networks or the internet. The network formed between users is a network that is technologically mediated by technological devices, such as computers, mobile phones or tablets. The network that is formed between these users ultimately forms a community, for example Facebook, Twitter and others.

b. Information

In social media, information becomes a commodity that is consumed by users. These commodities are basically commodities that are produced and distributed among the users themselves. From this consumption activity, users and other users form a network which in the end, consciously or not, leads to the institution of a networked society.

c. Archive

For social media users, archives become a character that explains that information has been stored and can be accessed anytime and through any device. Any information that is uploaded on Facebook, that information does not just disappear when the day, month or year changes.

d. Interactive

The basic character of social media is the formation of a network between users. This network does not only expand friendships or followers on the internet, but must also be built with interactions between these users.

D. VARIETY OF SOCIAL MEDIA

Social media is an internet-based information technology as a communication tool and as a promotional media in business. The types of social media are as follows:

a. Blog

Blogs are social media that allow users to upload daily activities, comment and share with each other, both other web links, information and so on.

b. Facebook

Facebook is a social networking site that humans use to interact with other humans over long distances. Facebook has a variety of additional applications such as games, chat, video chat, communal pages, and others. Therefore, Facebook is considered a social media with features that are considered the most familiar to various groups, both young and old.

c. Twitter

Twitter is a website owned and operated by twitter.inc and is an online social networking and microblogging service that allows its users to send, receive and read text-based messages that are up to 140 characters long, known as tweets.

d. Instagram

Instagram is a social network in which the focus is on sharing photos of its users. The name Instagram consists of two words, namely "insta" and "gram". Insta comes from the word instant, which can be interpreted as the ease of taking and viewing photos. Gram comes from the word telegram, which can be interpreted by sending something (photo) to someone else.

e. LINE

LINE is a free instant messaging application that can be used on various platforms such as smartphones, tablets, and computers. LINE is enabled by using the internet network so that line users can carry out activities such as sending text messages, sending pictures, videos, voice messages and others.

f. WhatsApp Messenger

WhatsApp Messenger is a messaging application for smartphones. WhatsApp Messenger is a cross-platform messaging application that allows us to exchange messages without credit, because WhatsApp Messenger uses internet data packages. The WhatsApp Messenger application uses a 3G, 4G or WIFI internet connection for data communication. WhatsApp can be used for iPhone, Blackberry, Android and Symbian (Nokia) users. The WhatsApp application can only work for fellow users who have the WhatsApp application. This application uses the mobile phone number that we use to interact with fellow WhatsApp users.

E. NEW SOCIAL MEDIA AND MEDIA TRENDING DIRECTIONS

According to historical records, human communication began with oral tradition or oral tradition. Message dissemination has progressed from the oral tradition to the

written tradition, from the written tradition to the printed tradition, from the printed tradition to the wireless electronic tradition, until finally shifting to the digital tradition. The greatest advances in information dissemination occurred with the creation of computers and the Internet in the early 1990s. Since then, there have been changes in social communication media that have affected the perception of media crews, the use of space and time, connectivity, as well as drastic media control.

The presence of this new communication media has so far changed the pattern of community communication. Although now almost half of the world's population still communicates through traditional communication networks, the tendency of people to communicate through digital networks tends to increase. It discusses the development of new social media, the characteristics of new social media, new social media networks, social media competition, social media and globalization trends, as well as the attitude of the Indonesian government and responding to media trends.

The change in communication traditions in the 21st century is marked as the internet era. In this era, the world is faced with many contradictions, the consciousness of mankind is awakened by the rise of global communication channelled through new social media. In today's digital era, communication is condensed by shortening the distance between one point and another in space and time. Digital social media is now able to reach everyone who was originally only able to reach a limited audience. Control of message production by news media and dissemination of information is no longer a privilege that is only owned by certain parties or the government, although the ultimate control remains in the hands of those who control various economic and technological resources.

However, all the innovations in digital media, which are referred to as new social media, have encouraged global interconnectivity and this tends to continue to change. The impact of digital media or new media in society is shown in aspects of social cognition and affect as well as new forms of aesthetics.

Cognitively, new social media demands a nonlinear system and the creation of new expectations for information content that directly affects the way people use the media. In terms of social affect, most of the impact of new social media is in the form of a demassification effect, namely traditional media messages for a broad and homogeneous audience tend to disappear and be replaced by specific individual appeals that are also able to encourage audiences to access and create the messages they want to broadcast. Visually aesthetically, the new social media brings with it a new aesthetic perspective that refers to interactivity, manipulation, altering content across media, and creating virtual experiences and information modeling as a means of moving new content into the public sphere.

F. IMPACT OF SOCIAL MEDIA USE

Besides having a positive impact, social media also has a negative impact on students who abuse it. The negative impact will definitely affect students who cannot control the use of social media.

a. Positive Impact

Some of the positive impacts of social media users for students are as follows

a. students can learn to develop the technical and social skills that are very much needed in today's digital age. They will learn how to adapt, socialize with social communities and manage a network of friends.
b. Expanding the network of friends, students will become easier to make friends with other people around the world, even though most of them have never met in person.
c. Increase students' insight about news or news that is being discussed a lot in the fields of education, culture, and others.
d. As a medium of da'wah and discussion. On social media students can join various communities.
e. Students can exchange ideas and learn from people's words, so that they are more responsive and communicative to their surroundings. f) Can be used as a medium of learning in the field of education. From the description above, it can be concluded that social media has a positive impact on its users, especially for students. With social media, students can increase their knowledge or seek information related to education. In addition, social media can also increase friendship with other people.

b. Negative Impact

Some of the negative impacts of using social media for students are as follows

a. Reduced study time, too long-playing social media will reduce the allotted study time.

b. Disturbing health, staring too much at the screen of a cell phone or computer or laptop can interfere with eye health.

c. Students become lazy easily, do not do assignments because they always want to know the status of their friends. So that more time is wasted on things that are less useful, for example chatting, which will affect interest in learning.

d. Lack of socialization with the environment. This is the impact of playing social media too often and too long. This is quite worrying for the development of the child's social life. Those who should learn to socialize with the environment actually spend more time in cyberspace.

e. Trigger the occurrence of pornographic acts and immoral violations. It's easy for social media users to find something that smells of sex, because it is widely sought after on the internet.

f. There are many crimes committed by irresponsible parties. For example, a kidnapping case that begins with the introduction of someone he does not know, fraud, murder and others.

g. Wasting money. Students can spend their money to buy internet packages or online for hours at an internet cafe.

G. SOCIAL MEDIA IN EDUCATION

Social media is a medium whose content is created and distributed through a social interaction. Social media is an application that allows users to interact and provide feedback with fellow users; create, edit and share information in various forms.

The growth of social media over the last few years has brought changes in the way users use the internet in education. Social media in the world of education is functionally conditioned as a form of collaboration, friendliness, and creativity of its users. conditions that occur today, many people do not realize the importance of the need for social media and the internet in the world of education.

It's important to realize that from the outside, the web on the internet is always social. The use of social media in the world of education is not considered special. The use of social media in education as a learning medium has been seen as important in higher education, because as part of the world of social networking, media users have transcended themselves and become part of a wider network. The educational process is a structured process in absorbing information and knowledge.

H. UTILIZATION OF SOCIAL MEDIA IN THE LEARNING PROCESS

The learning process is a process of delivering information, knowledge, formal and informal information that often occurs around us. The learning process is a condition of the individual's capacity to know more broadly. Through social media, knowledge and the learning process no longer only focuses on the accumulation of previous individual knowledge. Regardless of whether it is good or bad, using the media as a medium in the learning process, it is clear that social media applications and tools have succeeded in providing a new challenge concept in the formation of formal education that currently exists.

The use of social media as a learning medium has supported a classic theory of social learning theory. This theory says that the social learning process focuses on how an individual learns by making other people the subject of his study. This learning process has been supported by digital media such as how someone learns to fry eggs by watching videos of other people frying eggs. In addition to learning about a simple behavior regarding one's expertise, in social media it can also be found how an individual learns and begins to think about the consequences that will arise from the behavior carried out by the subject of study. Social media in its continuation not only teaches how a communication and information technology has an impact, but also teaches how a communication technology is absorbed and adopted. The use of social media is now happening in the process of distance education (e-learning) where the teaching and learning process is no longer limited to classrooms, distance, and time.

I. BENEFITS OF SOCIAL MEDIA FOR STUDENTS

Social media has its own appeal for everyone, as well as teenagers. The attraction of the internet and social media is what then plays an important role in building one's communication skills. Teenagers today are so sensitive to changes that occur in social technology, they follow these developments and master them by learning processes using the "Trials and Error" method.

Social networks like Facebook, Twitter and YouTube have quickly become a part of your everyday life. One of the reasons why social

media is so popular is because it allows users to change their experience and interact with the internet. With so many new technologies and the development of social networks today, there are many benefits and reasons for everyone, including students or college students, to use social media. Here are some of the benefits of using social media for education:

a. Creating Community

Many students are challenged to adapt to new learning concepts and specific tasks. Social media helps centralize the collective knowledge of the entire class to make learning and communicating more efficient. For example, start a class contact list to collaborate and share specific lesson tips or invite teachers who use social media to join study groups so they can provide input.

You have to remember that millions of students everywhere are studying the same thing right now. Study group networks do not have to be confined to the same school. In this case, students are encouraged to become 'experts' in the involvement of the internet aspect. Not only learning to interact with many people, students also learn how to use social media.

b. Continuing the Discussion

Lessons Starting a network of collaborative study groups can save a lot of time and effort. For students who cannot attend certain classes, there is no need to worry about missing lessons because currently social media such as Periscope, Skype or Snap Chat can help students. Students can use Google Hangouts to facilitate their group study. Students looking to ask experts questions can take advantage of Twitter, which are designed to build connections through the exchange of questions or answers between users.

c. Organizing Learning Resources

Social media can help to keep all information organized and easily accessible. With social media, the data that students have will be safe, accurate and can be shared with each other using tools such as Pinterest or Tumblr. If the required documents are not or have not been posted to social media, use Google Drive, Box or Dropbox to collect study materials. In addition, students can also use content sharing services such as Google Docs for group assignments. This feature helps students in organizing groups and making assignments easier.

d. Supporting Learning Materials

Social media can help identify additional content to reinforce or expand student learning. For example, YouTube helps provide students with audio-visual videos when needed to clarify learning materials. Social media allows students to send various documents such as videos, reminders, voice notes, images, data and others.

e. Increased Insights

Students who are social media users directly provide and receive various information. They share tips and tricks, DIY (Do It Yourself) projects and useful information for study materials. Their ability to access, analyse, retain and share information is improving over time. They are not even aware that they have developed their abilities.

f. Marketing Ability

Social Media The development of social media creates a new 'world' of marketing, which requires professionals or experts to build a business field. When social media users join the circle, then they directly provide their expertise.

J. HOW TO USE SOCIAL MEDIA AT SCHOOL

Sensitivity to technology will lead to effective utilization. Here are some ways to take advantage of social media at school.

a. Disseminate information related to school or class via twitter or Facebook.

b. Teachers can share study materials and assignments via blogs. Students can also write their assignments on the blog.

c. Increase pride in your school or class by creating a Facebook page, so you can share various things such as photos of activities, information about school or class, and can even sell school or class merchandise online.

d. Schools can also use blogs or Facebook to promote themselves.

e. Schools can communicate with parents through social media, so parents always get the latest information.

f. School alumni can always be connected and then develop, and so on.

Students who are affected by the existence of this social media are expected to use it wisely. This social media will have a positive effect if used correctly. Social media can be used by students as a place to discuss positive things

such as science, social insight, religion and the latest technological developments. From this it is expected that students will be able to think more maturely in dealing with a problem. In addition to adding insight, with social media a student can also practice creativity by following technological developments and taking advantage of existing opportunities. For example, by learning to do business through social media. The negative things caused are laziness in learning, preferring to deal with life problems on social media than in reality, becoming less social with friends around them, even reducing one's respect for others because of preoccupation with social media. The existence of an impact like this, parents should provide supervision to children in social use in the neighbourhood, as well as teachers provide supervision when using smartphones as learning media.

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